

# Career Cure App

HALEY QUINN

PRESENTATION



# What it Does

*“Curing Your Career Confusion  
with Personalized Guidance”*

- Career recommendations based on personality type and interests
- Provides connections for obtaining first-hand career experience
- Keep track of the careers that interest you and those that don't





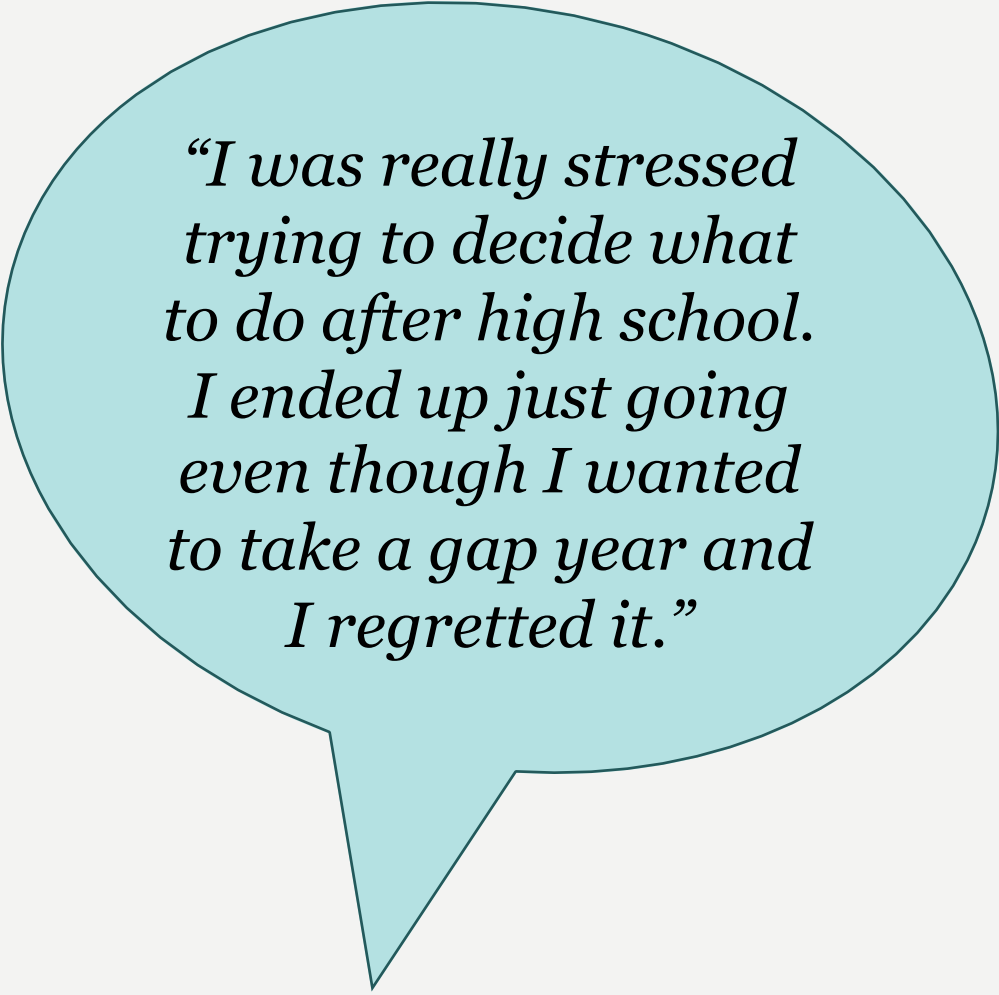
# WHY IS IT NEEDED?

*Students should first make it a priority to get to know themselves, and then they can search for careers that utilize the skills and values they possess [4].*



# WHY IS IT NEEDED?

- In 2019 about **66% of students attended college right out of high school** [5]
  - Many aren't sure what they're going for, they just go
  - **86% of students feel pressured to attend college** by family and society [5]
- This is troublesome for students, as supported from my interview with a recent college drop out:



*“I was really stressed trying to decide what to do after high school. I ended up just going even though I wanted to take a gap year and I regretted it.”*



# WHY IS IT NEEDED?

*Student should be prepared before committing to a career path.*

- **80%** of students end up **switching their major in college** at least once [8]
  - On average college students change their major at least 3 times in their college career [6]
- **38.6%** of college grads aren't utilizing their college degree in their professions [4]





# SO, WHY IS IT NEEDED?

ABOUT 50% OF PEOPLE ARE UNHAPPY  
IN THEIR CURRENT CAREERS [9].

# HOW DOES CAREER CURE HELP?

- Educates users
- Save money
- Save time
- Increase career fulfillment
- Decreases stress
- Build connections



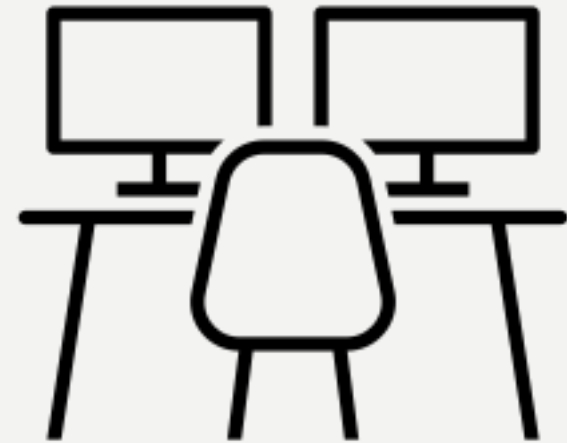
# HOW DOES IT WORK?

- Personality Quiz
  - Myers-Briggs
    - Most widely used personality test in the world
    - Based on Psychiatrist Carl Jung
- Career Matches
- Career List
  - Customizable
    - Add or delete as you go



# HOW DOES IT WORK?

- Learn about careers
  - Career details
  - How they match up with you
- First-hand experience
  - Chat with career experts
  - Schedule a meet or Zoom with them
- Personal Profile
  - Take notes
  - Reminders for appointments
  - Notifications

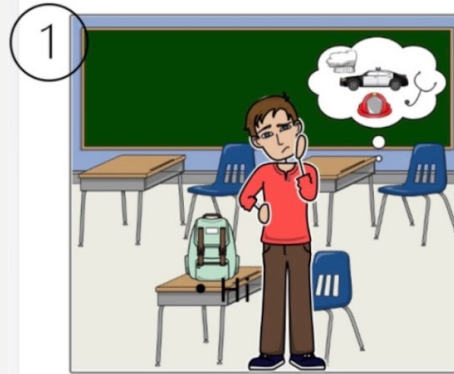




# How it can work:

## Storyboard Example

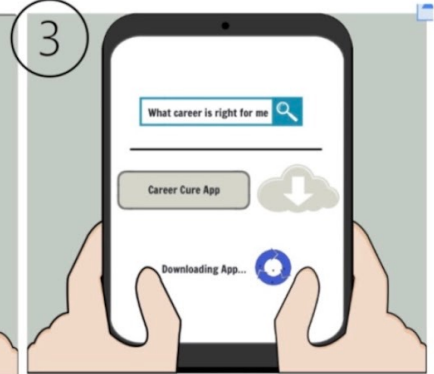
### John Discovers an Interesting Career Path



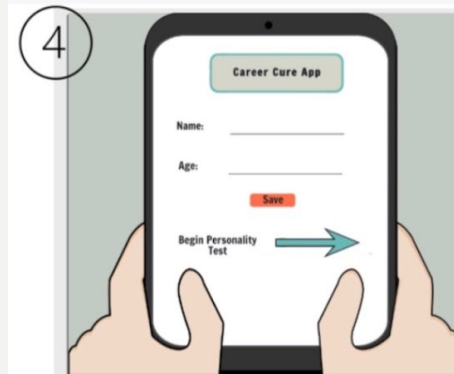
1 John just doesn't know what career interests him. He feels pressured by teachers and peers to figure it out before he graduates.



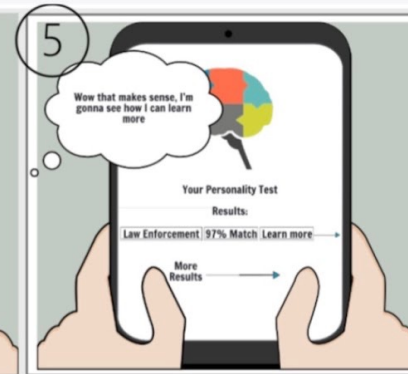
2 He uses Google to look up different career ideas and advice.



3 John comes across an app called "Career Cure" that provides career path guidance based on individual personality and interests. He decides to download it.



4 John inputs his basic information to make an account and then takes a personality test to begin building his customized profile.



5 He reads more into his results by learning more about the job and first hand experience/exposure opportunities near him.



6 John meets up with a Law Enforcement officer to go through a little bit of his day and learn more information. John finally feels like he found something that interests him.



# WHO IS IT FOR?

Anyone who is looking to enter a new career

- *High schoolers*
- *Recent high school graduates*
- *Those looking for a career change*
- *College students*
- *Recent college grads*



# The Creation Process-Overview

## 1. Project Proposal

- Competitor analysis
- Data collection on topic

## 2. Research & Findings Analysis

- Survey (50+ responses)
- 2 Interviews
- 2 Empathy Maps
- Storyboard

### **Project Proposal:**

*Application to Educate Young Adults on the Professions Most  
Suitable for Them*

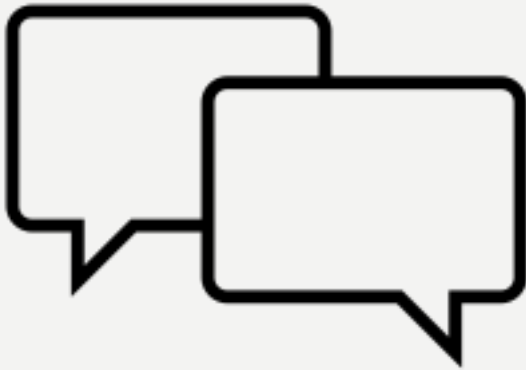
RUCD190: Capstone in UX Design  
Haley Quinn

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# The Creation Process:

## Research Findings- Interviews

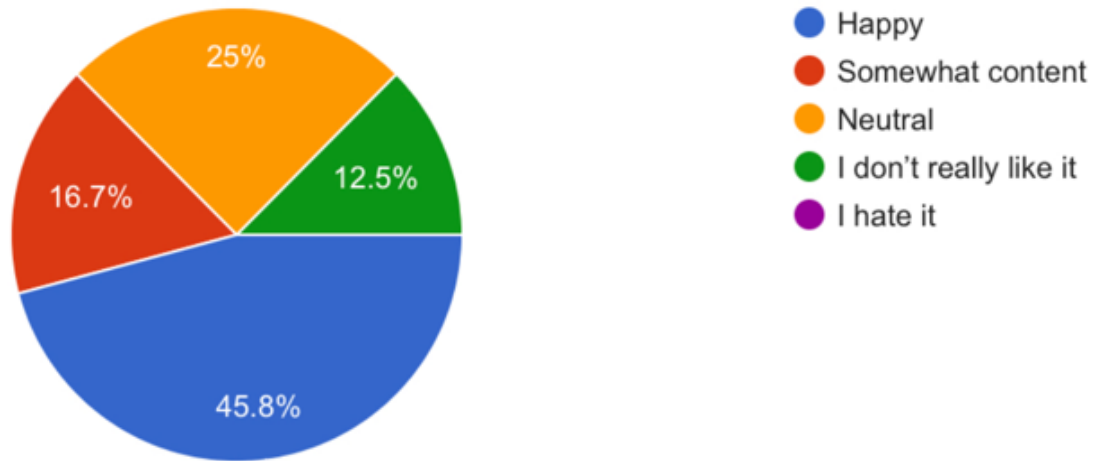


### *Key Quotes:*

- “I was really stressed trying to decide what to do after high school. I ended up just going even though I wanted to take a gap year and I regretted it.”
- “I really wish I could have had more guidance yeah. I really had no idea what career was right for me and honestly I still don't know. Nobody ever really helped me besides with like, basic stuff.”

## Research Findings- Key Survey Results

How satisfied are you in your current career or career path?



Only about 46%  
of survey  
participants  
were actually  
happy in their  
career/career  
path

# Research Findings- Key Survey Results

Survey Question: “If there was an app that told you more about yourself from personality testing, gave you personalized career recommendations, career guidance and career details, would you use it? Why or why not? If you do not need it now, would you have used it in the past?”

- ❖ An important factor in continuing my design concept was that about 93% of participants said yes to this question.

# Research Findings- Key Survey Results

Survey Question: *“If there was an app that told you more about yourself from personality testing, gave you personalized career recommendations, career guidance and career details, would you use it? Why or why not? If you do not need it now, would you have used it in the past?”*

Some said no because: **they didn't think the app should be the sole deciding factor on their career.**

- Considering this, I was sure to encourage users getting firsthand experience in my prototype
  - This way users are urged to learn for themselves if they like the career, not just through Career Cure

# Research Findings- Key Survey Results

*Providing First-hand experience opportunities is especially important because my survey data showed:*

- 65% of participants conducted first-hand experience prior to committing to their career
  - This 65% also made up the majority of survey participants that said they were **happy in their career.**



# The Creation Process-Continued

## **3. UX Design Concept Testing and Prototype Iteration**

- Hand Drawn, Lo-fi, Mid-fi and Hi- interactive prototypes
  - User testing and reiterations between each prototype improvement

## **4. UX Prototype**

- Hi-fi Interactive App Prototype Finalization

## **5. Final Prototype and Report**

- Final presentation



# The Creation Process:

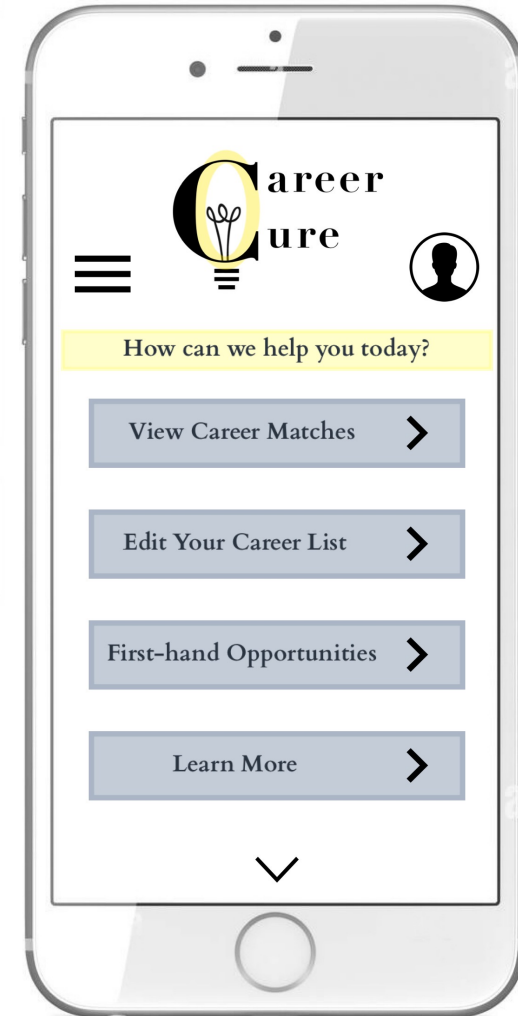
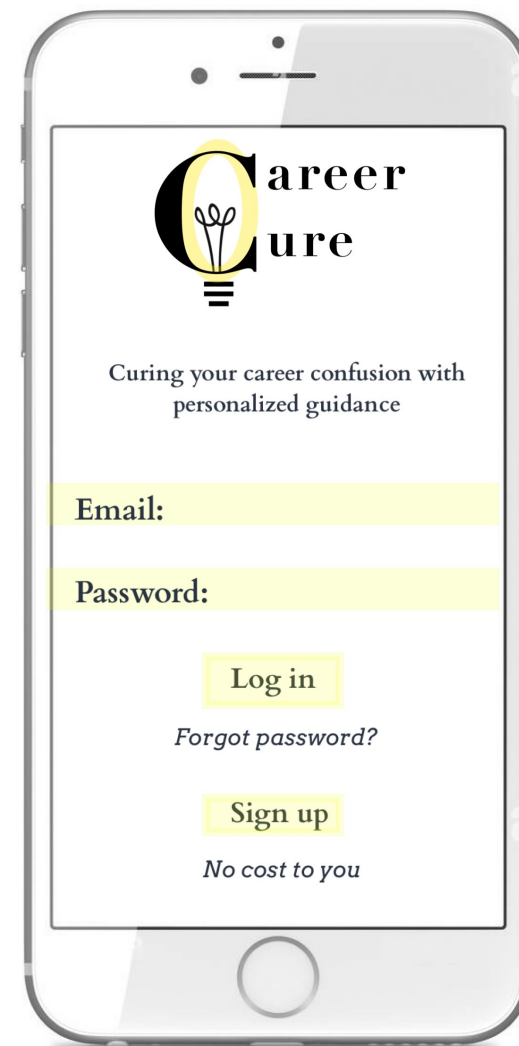


## Prototype Iterations



# HOW IT STARTED...

- Somewhat interactive
- Missing many key navigations:
  - Search, interactive chat, profile options, etc.
- Misleading buttons
- Visually unappealing



Curing your career confusion

[Learn more >](#)



# Career Cure

[Log in](#)

Or

[Sign up](#)



## Career Cure



[View Your Career Matches](#)

[View Your Career List](#)

[First-hand Opportunities](#)

[Learn More](#)

# TO NOW

*After receiving lots of feedback and conducting many iterations....*

- Interactive
- No technical errors
- Many more navigation options
- More descriptions/less confusing
- Better UI and UX
- Completes all desired tasks

# Link to my New Prototype

- <https://marvelapp.com/2f03g2b6>

– *Walkthrough on the next slide*



Curing your career confusion

[Learn more >](#)

# Career Cure

Log in  
Or  
Sign up



- <https://marvelapp.com/2f03g2b6>



**Thank  
You!**

Questions/Feedback:  
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